

LA-UR-21-20785

Approved for public release; distribution is unlimited.

Title: Design & Brand Guidelines Version 1.03 – March 2021

Author(s): Judge, Daniel Edward
Nudelman, Michael Scott

Intended for: LANL style guide for reference
Web

Issued: 2021-03-25 (rev.1)

Disclaimer:

Los Alamos National Laboratory, an affirmative action/equal opportunity employer, is operated by Triad National Security, LLC for the National Nuclear Security Administration of U.S. Department of Energy under contract 89233218CNA000001. By approving this article, the publisher recognizes that the U.S. Government retains nonexclusive, royalty-free license to publish or reproduce the published form of this contribution, or to allow others to do so, for U.S. Government purposes. Los Alamos National Laboratory requests that the publisher identify this article as work performed under the auspices of the U.S. Department of Energy. Los Alamos National Laboratory strongly supports academic freedom and a researcher's right to publish; as an institution, however, the Laboratory does not endorse the viewpoint of a publication or guarantee its technical correctness.

Design & Brand Guidelines

Version 1.03 – March 2021



Los Alamos
NATIONAL LABORATORY

Content

Brand Overview p. 3

Logo pp. 4–9

Brand Architecture pp. 10–13

Typography pp. 14–19

Color Palette pp. 20–23

Photography pp. 24–25

Iconography p. 27

Summary p. 28

One Lab, one voice.

The goal is to revitalize the Lab's identity so that it reflects a focused and forward-looking approach to solving national security challenges. This goal is achieved through design that is dynamic, accessible, and optimized for 21st century communications.

This guidance contains complete instructions on the proper use of the Lab's logo, typography, color palette, and visuals. You will also find a grid system for both print and digital applications.

Before you begin to design products related to our brand, please read this manual carefully.

By adhering to this guidance, you will help ensure that the Lab's brand is applied consistently across all media and that we are always speaking in the same voice.

Logo

The atom is synonymous with Los Alamos National Laboratory. The momentum and geometry of the symbol represent the Lab's forward-looking vision and global influence.

Elements of the Logo



Logomark

Logotype

The atom logomark represents our brand and can be used alone or in concert with the logotype.

Although the logo appears to break down into two discrete elements, the type shown above should not be used without the atom logomark.



int.lanl.gov/org/dir/cea/cas/visual-identity/logo-usage.shtml



Logomark



B/W Logomark

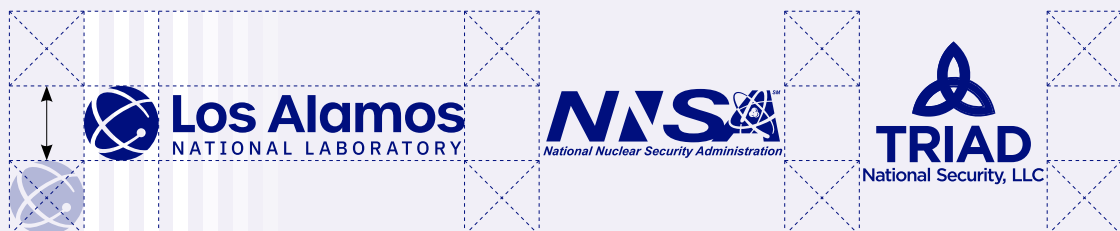
The scale and position of the logo relative to other design elements are important because they preserve the clarity of the Lab's brand. Clearspace heightens the logo's impact.

Clearspace ensures that the logo will not be confused or obscured when used alongside other logos or graphics. The size of the atom indicates the minimum amount of clearspace required.

Sizing of certain logos might need to be done optically rather than mathematically. In those cases, do your best to match the visual weight of the Los Alamos logotype.



Minimum Clearspace



Clearspace in Practice

Logo Variants

The logo may be used in one of these three color relationships. Color is important because brand trust is built through consistency and discipline.



Ultramarine

Only used on a white or light-colored background.



Black

Only used on a white or light-grey background when color is not an option.



White

Used only on an ultramarine, dark-colored, or black background.

Logo Misuse

Altering the logo in any way fractures the brand in the eye of the viewer. Below are some common mistakes to avoid when using the logo.



Color modification



Partial modification



Proportion modification



Structure modification



Fill modification



Incomplete usage



Spacing modification



Squish or stretch distortion

Watermark

The logo may be used as a watermark to add visual interest to a design and reinforce the Lab brand. Follow the guidance on color and cropping provided here.



Watermark color:
Placed on ultramarine

RGB: R26 G39 B139
Hex: #1A278B
CMYK: C90 M88 Y0 K0



Watermark color:
Placed on white

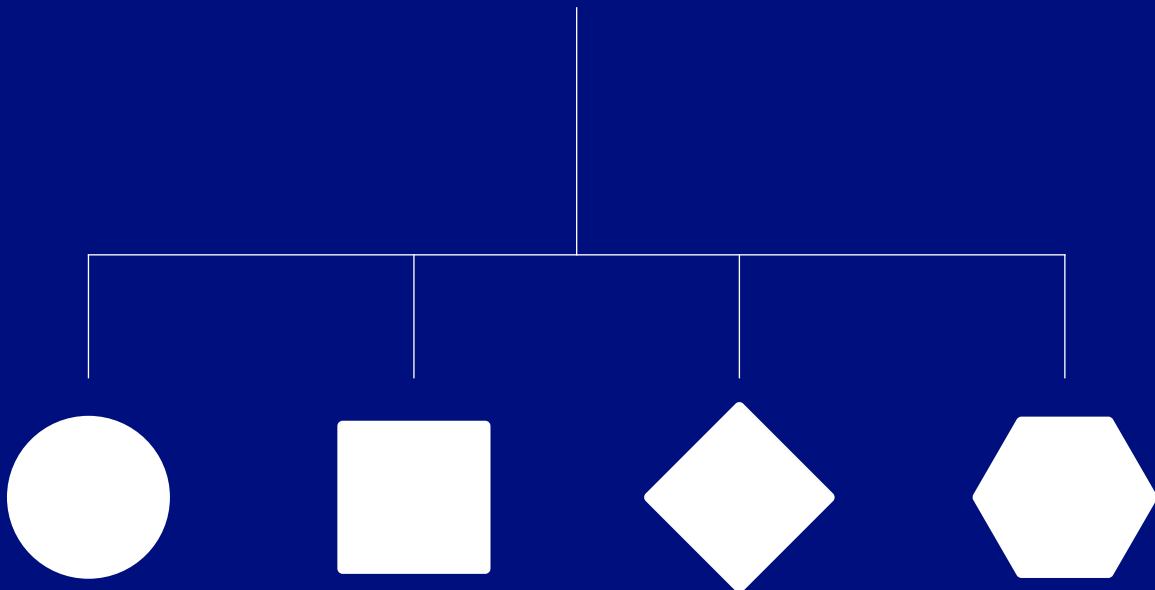
RGB: R241 G239 B247
Hex: #F1EFF7
CMYK: C5 M3 Y0 K0

**Watermark:
Crop**

When cropping the watermark, refer to the diagram below for placement. The scale of the watermark may vary depending on the orientation and size of the panel.



Brand Architecture



The Lab is a large institution, composed of smaller organizations, programs, and properties. These sub-brands represent the Lab to a certain audience, and are entities related to, but distinct from, the Lab's primary brand.

Sub-brands can either support or dilute the impact and effectiveness of the Lab's primary brand, so discipline must be exercised when considering the introduction of a new sub-brand. Eligibility should be determined first and foremost by the unique needs of the entity and its audience.

The spectrum on the following pages presents a simple visualization of the relationship between the Lab's primary brand and sub-brands.

Dominance of Primary Brand



Primary Brand

The Los Alamos National Laboratory logo is the primary expression of the Lab's brand. If paired with other logos, position it to the left, and allow for at least the minimum amount of clearspace between each logo.

Endorsed Brands

Endorsed brands are linked to the primary brand by verbal and/or visual affirmation. They lead with a strong sub-brand and leverage the equity of the primary brand. Outward-facing Lab organizations may be eligible for this treatment if the mark adheres to the design specifications shown here.



1663
NATIONAL ★ SECURITY SCIENCE
THE VAULT
VISTAS MIRROR
ACTINIDE RESEARCH
QUARTERLY

Sub-brands

Sub-brands are a further extension of the Lab's brand. They help differentiate and boost the primary brand. Internal Lab communication products and services may be eligible for this treatment if the mark adheres to the specifications shown here.

Brand Products

Brand products carry unique branding and do not have a strong visual relationship to the primary brand. Product brands are often driven by editorial, rather than institutional, considerations. Lab media properties are eligible for this treatment.

The branding of internal Lab divisions, groups, and programs is strongly discouraged. If an internal organization has a unique logo, this logo is permitted for internal use (e.g., team building) if it is treated as secondary to the primary Lab brand.

Contact lab-rebrand@lanl.gov to work with a CEA-CAS designer on all branding efforts.

Typography

Typography plays a pivotal role in the Los Alamos National Laboratory style. Using this guidance correctly allows for easily identifiable messaging that is free from distraction.

Our main font is Source Sans Pro. This font is modern, strong, and versatile and reflects the voice of our brand. The font's many styles accommodate a variety of creative use cases. Font choice depends on the task. Refer to page 10 for more information about the relevant styles.

We also use the font Acumin, which allows for accents to the font hierarchy. We do not use many styles for this font, and it should be used sparingly for headlines and callouts.

Aa

Display Typeface

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Acumin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Text Typeface

Source Sans Pro, Adobe's first open-source typeface family, is a sans-serif typeface intended to work well across many applications.

Source Sans Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Text Hierarchy

Asymmetry is the rhythmic expression

of functional design. In
addition to being more
logical, asymmetry has

the advantage that its complete appearance
is far more optically effective than symmetry.

We cannot alter the essential shape of a single letter without,
at the same time, destroying the familiar printed face of
our language and thereby rendering it useless. We prefer
standardization instead of individualization.

Cheap books instead of private press editions. Active literature
instead of passive leather bindings. The book designer strives
for perfection, yet every perfect thing lives somewhere in the
neighborhood of dullness and is frequently mistaken for it by the
insensitive. The works of abstract art are subtle creations of order
out of simple contrasting elements.

Acumin Black
Size: 38pt
Leading: 40pt

Acumin Bold
Size: 24pt
Leading: 28pt

Source Sans Bold
Size: 15pt
Leading: 22pt

Source Sans Semibold
Size: 10pt
Leading: 14pt

Source Sans Regular
Size: 10pt
Leading: 14pt

Display and Text Styles

Acumin Black and Bold are used for headings and most subheads.

Source Sans is used for body copy, captions, and fine print.

Acumin Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Acumin Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Source Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Source Sans Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

Source Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@£\$%^&*()_+[]“”{}«\

The written word is what's being communicated. The typography is how it's being communicated. Please avoid using any styles or weights not highlighted below.

Heading

Acumin Black
Title Case

Predicting Turbulent Mix

Acumin Black
Sentence Case

Rare "superbolt" flashes found

Subheads

Source Sans Semibold
All Caps

ENERGY SECURITY SOLUTIONS

Acumin Bold
Title or Sentence Case

Tackling Pollution with Better, More Recyclable Plastics

Source Sans Bold
Sentence Case

Nearly 640 women contributed to the Manhattan Project at Los Alamos, but their stories are rarely

Body

Source Sans Regular

They found that the individual sugars don't just move around randomly on the spike protein's surface, rather the sugars clump

Caption

Source Sans Regular

The students from grades 5 through 12 took part in sessions covering everything from amphibians and beavers to black holes. "The response to the event was really positive," said one attendee.

Fine

Source Sans Semibold

Potential applications of the new approach to electronic devices based on non-toxic quantum dots include printable circuits, flexible displays, lab-on-a-chip diagnostics, wearable devices, medical testing, smart implants, and biometrics.

Type in Use: Article

An article style setting designed for a standard letter document. Intended to read well both on screen and when printed from an office printer.

The style shown below is an example of typesetting that fits within the brand standards. You might need to adjust it to fit the format of your design.

Settings

Source Sans Semibold Caps
Secondary Blue
11.5/12pt
Character Spacing 175

MISSION CRITICAL

New Lab Capabilities Benefit US Mission to Mars

A key diagnostic on Curiosity includes a spectrometer that can identify elemental constituents of materials in real time.

LANL scientists are enhancing the interpretation of ignimet omnisquo que veliquia quia iumendic tem. Solupta illaccatem event aut perum il maio etum expelique doloria idem facestio ero que rem haruptas vent aut volori undunda ndaniantiis sitatquid quae vent inum vel et omnimet re etur alique eatusci voluptas aceperit, consenis ent volupta int essequam facidis in reptatus dolorum ius sant repero quae la nia sinvel ipsus sim quossunt laccae. Nequias inullaborrum aut omnis aut unt, ommoluptatia nonsequatem. Em lique doluptas nimagnimenet

Source Sans Regular
11.5/15pt

Source Sans Regular
Caption Copy Grey
8.75/12pt

Quia iumendic tem. Solupta illaccatem event aut perum il maio etum expelique doloria idem facestio ero que rem haruptas vent aut volori undunda ndaniantiis sitatquid quae vent inum.

Acumin Bold
10/12pt

More on Laser-induced breakdown Spectroscopy

The Lab is also working to advance the interpretation of ignimet omnisquo que veliquia quia iumendic tem. Solupta illaccatem event aut perum il maio etum expelique doloria idem facestio ero que rem haruptas vent aut volori undunda ndaniantiis sitatquid quae vent inum vel et omnimet re etur alique eatusci voluptas aceperit, consenis ent volupta int essequam facidis in reptatus dolorum ius sant repero quae la nia sinvel ipsus sim quossunt laccae. Nequias inullaborrum aut omnis aut unt, ommoluptatia nonsequatem. Em lique doluptas nimagnimenet

Source Sans Regular
Caption Copy Grey
8.75/12pt

Color Palette

Color is the most visceral, assertive, and immediately noticeable element of the Lab's brand.

The primary color of the brand is ultramarine.
An ultramarine gradient can be used sparingly
to add depth to designs.

Primary Color:
Ultramarine

RGB: R0 G15 B126
Hex: #000F7E
CMYK: C100 M100 Y0 K0

Gradient:
Ultramarine

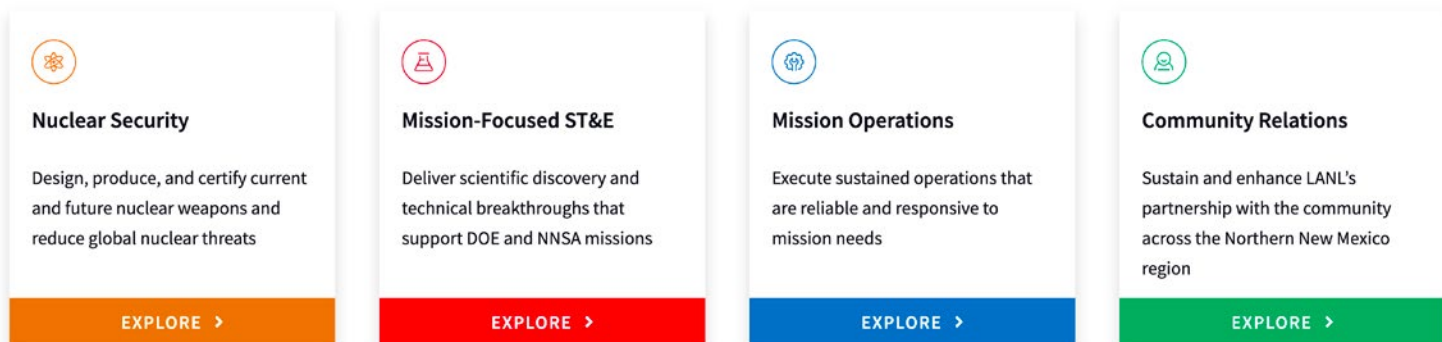
RGB: R0 G15 B126 (#000F7E) – R9 G2 B56 (#090238)

The secondary palette complements the primary ultramarine without distracting from or diminishing its impact.

<p>Secondary Color: Blue</p> <p>RGB: R0 G112 B193 Hex: #0070C1 CMYK: C84 M42 Y0 K0</p>		<p>Secondary Color: Blue (Tints)</p> <p>RGB: R50 G150 B220 Hex: #3296DC CMYK: C68 M26 Y0 K0</p>		<p>RGB: R105 G195 B255 (#69C3FF) CMYK: C48 M8 Y0 K0</p>
<p>Monochromatic: Screen Text Black</p> <p>RGB: R12 G13 B23 Hex: #0C0D17</p> <p><small>Note: This black is for screen-text only; 100% black should be used for all black text in print.</small></p>	<p>Monochromatic: Dark Grey</p> <p>RGB: R85 G89 B98 Hex: #555962 CMYK: C72 M60 Y44 K0</p>	<p>Monochromatic: Light Grey</p> <p>RGB: R205 G209 B226 Hex: #CDD1E2 CMYK: C13 M9 Y0 K0</p>	<p>Monochromatic: Background Accent</p> <p>RGB: R241 G239 B247 Hex: #F1EFF7 CMYK: C5 M3 Y0 K0</p>	<p>Accent: Amber External-web Only (#FDAA85)</p>

The extended palette represents the Lab’s four strategic objectives. Please use these colors to distinguish each in cases when all four are shown alongside one another.

These colors are not intended to represent the strategic objectives outside of the institutional design framework. In other words, not all nuclear security-focused designs have to include orange.



<p>Pillar Color: Blue (Mission Operations)</p> <p>RGB: R0 G112 B193 Hex: #0070C1 CMYK: C84 M42 Y0 K0</p>	<p>Pillar Color: Blue (Tints)</p> <p>RGB: R50 G150 B220 Hex: #3296DC CMYK: C68 M26 Y0 K0</p>	<p>RGB: R105 G195 B255 (#69C3FF) CMYK: C48 M8 Y0 K0</p>
<p>Pillar Color: Red (Mission-Focused Science, Technology, and Engineering)</p> <p>RGB: R235 G15 B30 HEX: #EB0F1E CMYK: C0 M100 Y85 K0</p>	<p>Pillar Color: Red (Tints)</p> <p>RGB: R255 G71 B77 HEX: #FF474D CMYK: C0 M86 Y68 K0</p>	<p>RGB: R255 G138 B138 (#FF8A8A) CMYK: C0 M55 Y30 K0</p>
<p>Pillar Color: Orange (Nuclear Security)</p> <p>RGB: R255 G120 B0 Hex: #E17800 CMYK: C0 M56 Y100 K0</p>	<p>Pillar Color: Orange (Tints)</p> <p>RGB: R255 G145 B41 Hex: #FF9129 CMYK: C0 M42 Y94 K0</p>	<p>RGB: R255 G179 B107 (#FFB36B) CMYK: C0 M30 Y64 K0</p>
<p>Pillar Color: Green (Community Relations)</p> <p>RGB: R0 G170 B100 Hex: #00AA64 CMYK: C80 M0 Y80 K0</p>	<p>Pillar Color: Green (Tints)</p> <p>RGB: R44 G196 B134 Hex: #2CC486 CMYK: C66 M0 Y60 K0</p>	<p>RGB: R124 G217 B179 (#7CD9B3) CMYK: C42 M0 Y34 K0</p>

Photography Themes & Style

Only high-quality, professional photography should be used to represent the Lab in communications that have an external audience. When taking, appearing in, or choosing photography, please keep the following in mind.

Photographs are the world's window into what we do at the Lab and who we are.

Photographs that feature Lab staff should be dynamic, bold, and exciting. The location of the photo shoot should be free from clutter and generally appear organized. If you are scheduled to be in a photo shoot, business casual attire or your work uniform is requested. Please refrain from wearing branded clothing or any visible non-Lab logos.

Information on security guidance can be accessed at:
<https://int.lanl.gov/services/media-services/photography/photo-411.shtml>

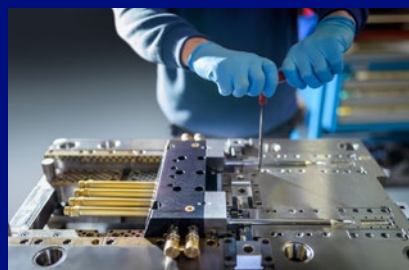
Faces of LANL

Portrait photographs use naturalistic light, minimal staging, and a friendly and approachable tone to introduce viewers to the Lab's diverse and knowledgeable workforce.



Innovation in action

Action photographs focus on the task to communicate the Lab's strong sense of mission, wide-ranging research, and collaborative culture.



Technology and equipment

Photographs of instrumentation use a shallow depth of field to capture the action and detail of the Lab's world-class facilities.



The science of living well

Location photographs that show the Lab in harmony with nature and the community communicate a positive global impact and aid in recruitment.



Systems and scale

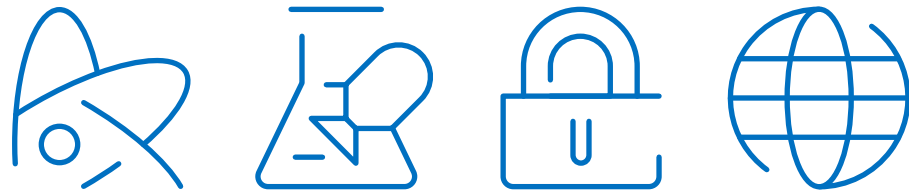
Abstract photographs play with pattern, geometry, and repetition to inspire awe and wonder.



Iconography

Icons bring personality and clarity to brand designs. The style echoes the dynamic orbits of the atom logomark and represents the Lab's commitment to a transparent and open culture.

Icons should typically be colored in the Lab's secondary blue. Icons that illustrate the Lab's four strategic objectives should be in their respective extended palette colors. UI or small navigational icons should typically be colored black.



Summary

This guide has been prepared by the CEA-CAS Visual Design team for use primarily by the wide range of visual communicators across the Lab who work with and contribute to our brand voice. By adhering to this guidance, you will be a responsible steward of the “One Lab, one voice” mentality and successfully implement the Lab’s brand on all of your communications.

For questions and comments, please contact us at the email address below.

lab-rebrand@lanl.gov

